



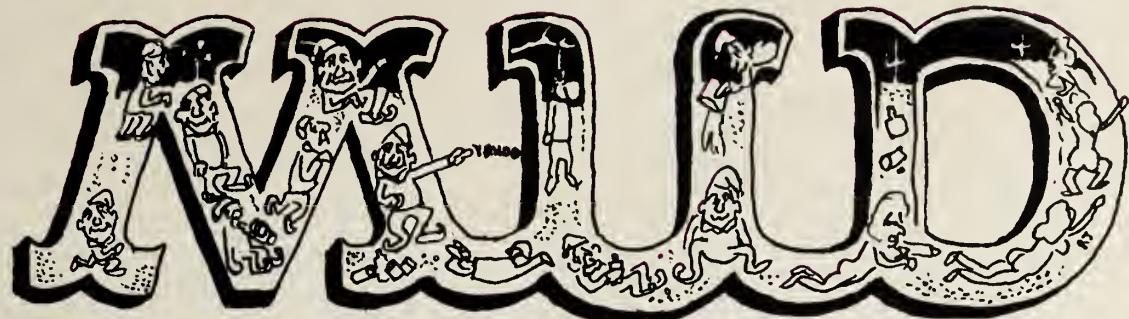
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THIS YAHOO PARODY ENTITLED...



OUR
PRICE

35¢
CREEP

...WILL MAKE ALFRED E. NEUMAN WORRY





4 kinds of icy, spicy mints

... still only 5¢

MUD

L. 11, NO. II

JANUARY, 1965

"This magazine is really the *YAHOO* in disguise." — Yushnik

Roger Jones — Editor

Al Scheinman, Abe Spencer — Associate Editors

Danny Glosband, Mike Mendelsohn — Literary Editors

Roy Blitzer — Business Manager

Mike Tesler — Advertising Manager

Ves Honey — Advisor Dean Fields — Art Editor

CONTRIBUTING ARTISTS AND WRITERS

The usual gang of lechers

Canney, Dave Axelrod, Mike Shuman, Niel Scanlan, Dave Johnson, Scott Freedland, Phyllis Macateer, Cathy Murray, Y. A. Cain, Argentina Berries, the Weasel, Cy, Fud, And Purse Jane.

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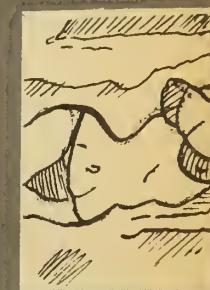
** Various Places Around the Magazine

you morons, we hypocrites are going to tell you, sarcastically, that our magazine is registered in the warped U. S. Government Office, Amherst, as idiotic third-class matter. This overly critical magazine Mud is in reality the *Yahoo* of the demented University of Massachusetts and is published four times erratically in the psychotic 1964-65, by the insane students. We're out of our mind when we say at the subscription price is \$1.50 and these eccentric subscriptions obtained by writing the abnormal *Yahoo*, RSO Box 106, University of Massachusetts, Amherst, Mass. Lunatic material may be reproduced by bonified lecherous college magazine with outlandish, proper copies of which should be sent to the stupid *Yahoo*. National advertising hatefully represented by the sadistic College Magazines Inc. 5. The gross editors of *Yahoo*.



IF COMIC STRIP CHARACTERS PATRONIZED OUR ADVERTISERS OR HOW TO SNEAK ADS IN A MAGAZINE THAT DOESN'T HAVE ADS

CELEBRITIES' WALLETS



UMASS BASKETBALL



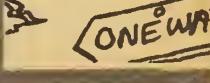
THE MUD 1965 CALENDAR



BEACH PARTY



THE UNIVERSITY OF MASSACHUSETTS PRIMER



WHY KILL YOURSELF!



JUST CUZ YOU
BOUGHT A SUBSCRIPTION
TO
THIS WORTHLESS
MAGAZINE

YOU COULD HAVE BOUGHT TWO

• • • • • • •

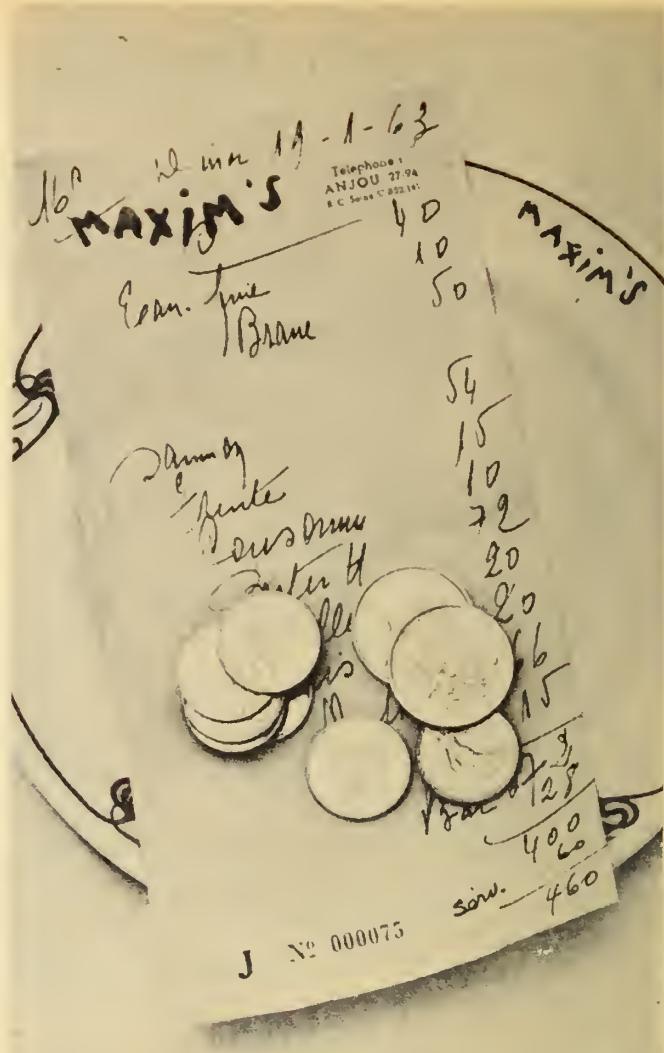
MUD SUBSCRIPTIONS

RSO 106
University of Mass.
Amherst, Mass.

Dammit, I did it again . . .
Here's \$2.00 For Another
Subscription

NAME
ASYLUM
STATE
ZIP CODE (If You Believe
In Speeding The Mails)

If you think we're responsible for
any of your Cash, Checks, or
Money Orders, you're MAD.



The franc is local currency in France.
So is this.



Whether the bill is in francs, or lira, or yen, you can pay with **BANK OF AMERICA TRAVELERS CHEQUES** — known and accepted wherever you go throughout the world. Loss-proof and theft-proof, they're the kind of money you never have to worry about; money only you can spend. Sold by leading banks everywhere.

LETUCE DEPT.



(Reprinted from various
Collegians, Nov., 1964)

Yahoo Should Go

To the Editor:

I was appalled to discover that the most recently published *Yahoo*, the campus' humorous magazine, cost students at this University approximately \$1,218.00 (\$4,856.00 annually). With over seven pages of advertising, three more pages devoted to Miss Testa, and the remainder spattered with inanities, the publication has thus presented for inspection the culmination of financial waste.

With a need for better quality within almost every aspect of University life it is most irritating to me, as a student, to be required to support financially such wasteful, worthless enterprises. The granting of operating funds should be closely examined; *Yahoo* should go!

And *Yahoo* is not the only 'offender' . . . \$5,620.00 is given to girls to entertain (Precisionettes), almost \$40,000.00 for ruminating romantics (*Index*) and almost \$6,000.00 for the *University Handbook*. To outrightly waste money on such items is nothing other than the exemplification of approved or condoned ignorance.

George Rollins

That's nothing, baby . . . wait 'til you see the bill for this issue.—Ed.

Tired of Yahoo

To the Editor:

One gets tired of it all.

One gets tired of the angry critics demanding their money back. One gets tired of the *Yahoo* editors justifying their sca-

tology on the grounds that it upsets their critics. One is far from cheered by the news that the inevitable *Yahoo* fete of post-publication self-congratulation is now to become a quarterly occurrence.

There are five good, objective criticisms which can be leveled at *Yahoo*.

1. The magazine is consciously obscene.

2. The material and subject matter are sophomoric, displaying a lack, or a crude, ill-developed appreciation of satiric skill.

3. The magazine is consistently repetitive from issue to issue.

4. There is a total absence of constructive comment.

5. The magazine and its editors are insufferably provincial.

But who really cares? The *Yahoos* (I have been a contributor-staff member and know them) won't understand criticism — they are more inclined to judge their own efforts by their own sadly rationalistic standards. The student body has never been really offended or angered by the *Yahoos'* lack of artistic competence. And I myself would not like to see the humor magazine done in because of the failings of one small group of hacks.

What I plead for instead, gentlemen, is a tiny display of honesty. Please change your motto for the hypocritical "excelsior" to a more description "ennui."

Philip Coakley '65

Contributing again, eh Phil?—Ed.

Address all crank letters to *Yahoo*, Student Union, U.Mass.

THE FUGITIVE'S KIND

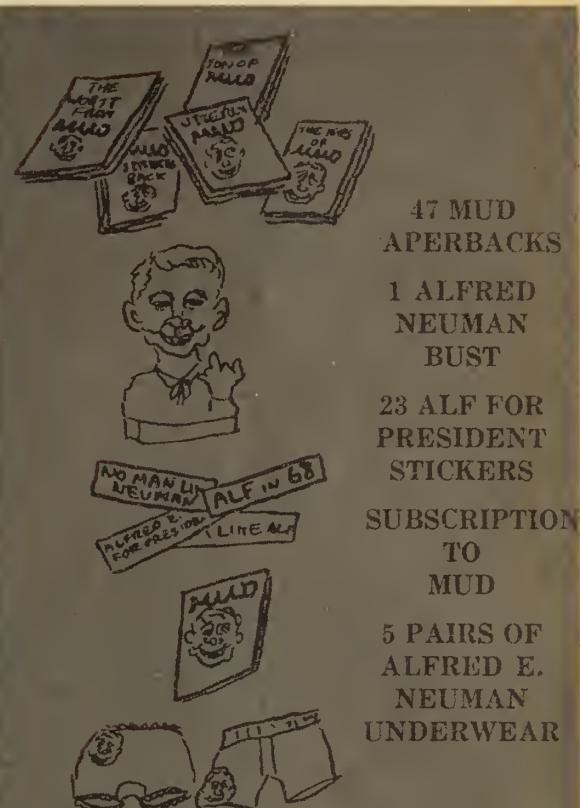


We'd print a letter from David Janssen but we can't find him.—Ed.

WE'RE OUT

OF

OUR MINDS!



47 MUD
APERBACKS

1 ALFRED
NEUMAN
BUST

23 ALF FOR
PRESIDENT
STICKERS

SUBSCRIPTION
TO
MUD

5 PAIRS OF
ALFRED E.
NEUMAN
UNDERWEAR

**ALL THIS FOR
\$11.95 ???**

YEH, WE'D BE OUT OF OUR
MINDS IF WE DIDN'T
ADVERTIZE IN THIS
CRUMMY MAG. SO WE SELL
OUR OWN PRODUCTS.
CRAZY LIKE A FOX.

Yes, I Am A Sucker And Will Buy
All This Worthless Crap For \$11.95

Check Here If I Still Don't
Think It Pays To Advertize

Sucker's Name

Sucker's Address

And If You're So Anxious To Blow
Your Dough, Look Elsewhere For
Our Address.

BIRD'S EYE VIEW DEPT.

Aside from the Lighter Side of UMass, the books, the team, the tradition (?) we find a more enjoyable segment, something ironical-
ly called

THE DARKER SIDE OF



Hey, George. Are you reading that trash, Mao again? Don't you know it doesn't have any class?



U MASS

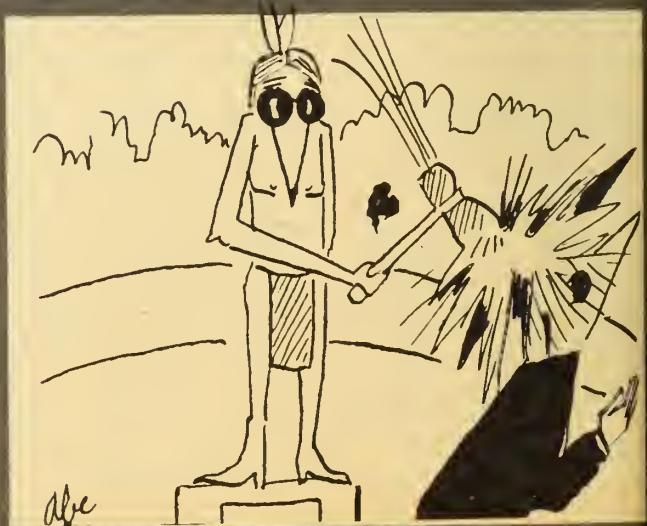
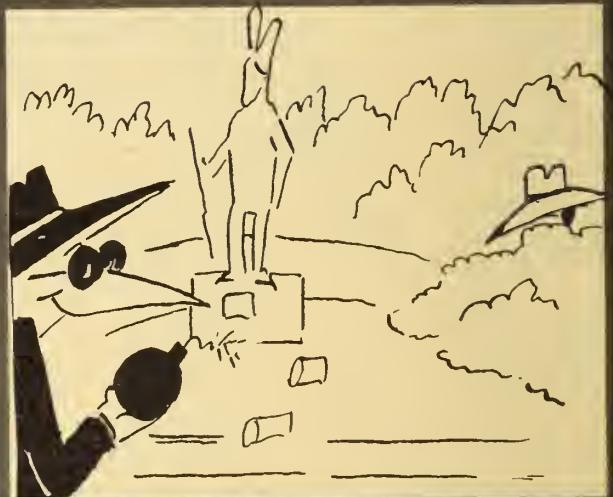
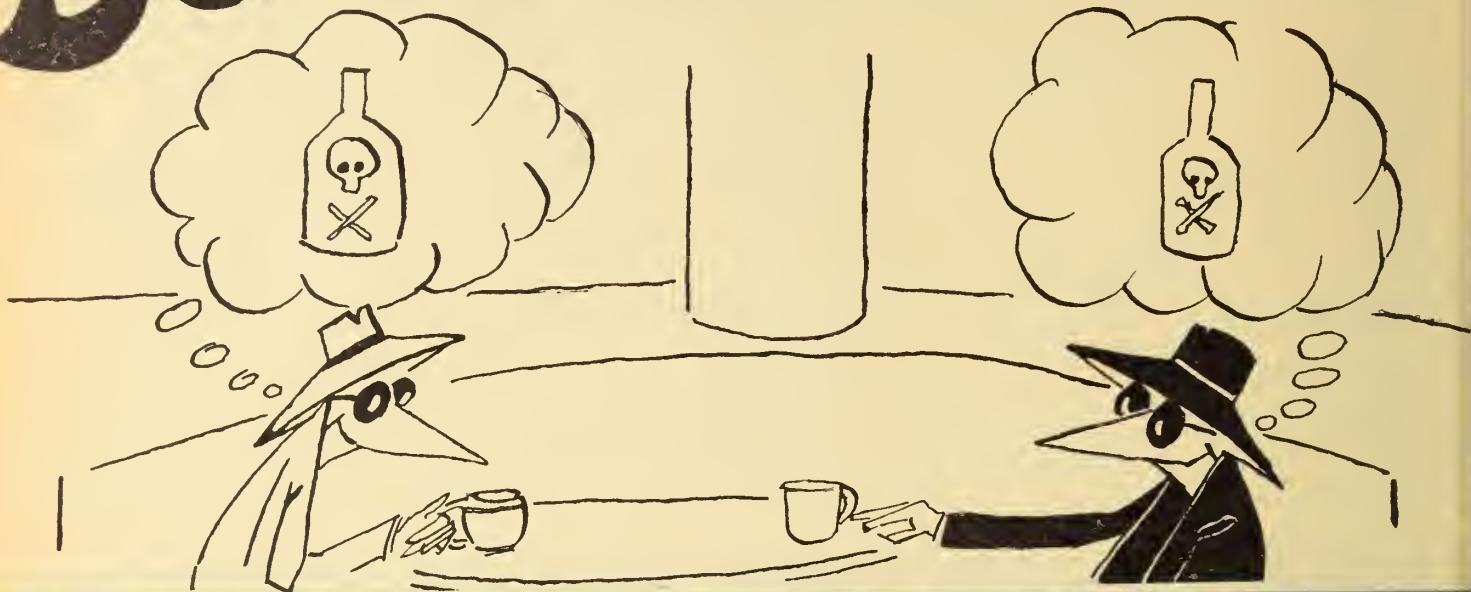
Artist and Writer: R. Jones



DEAN

VS

STUDEN



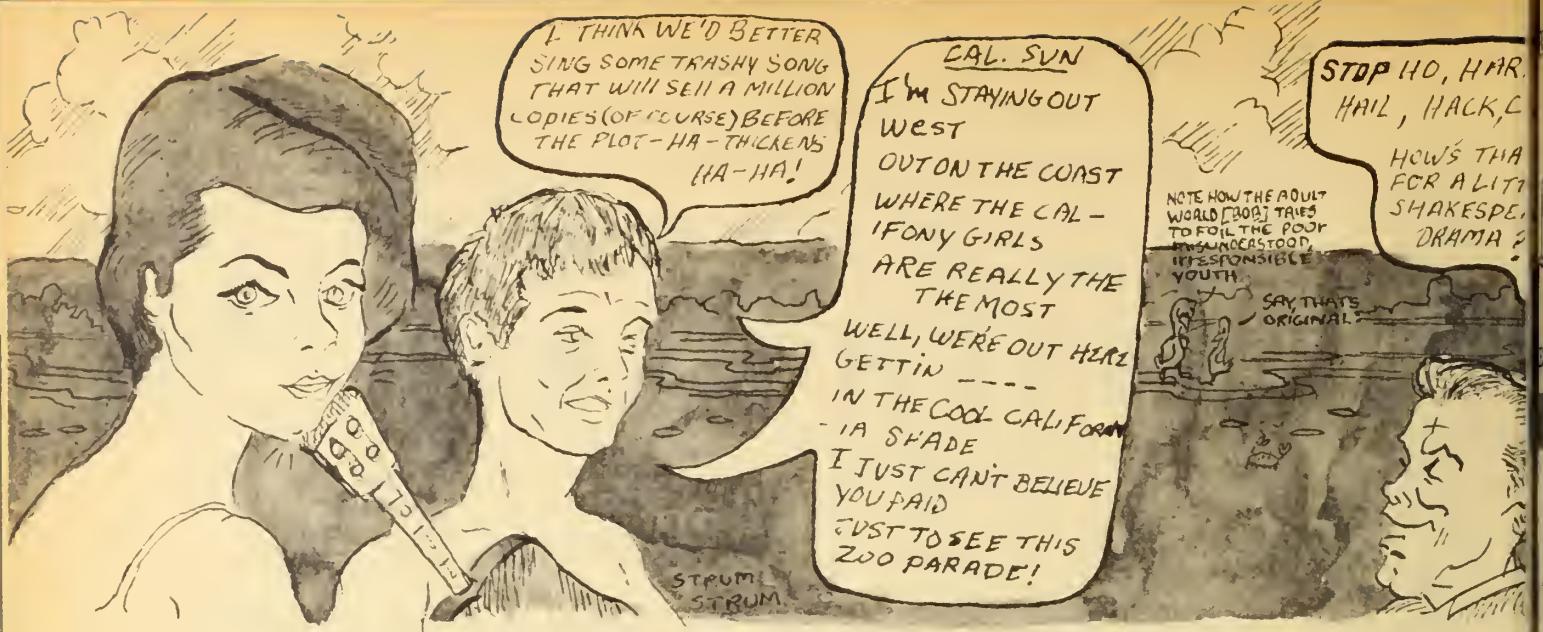
Hey gang, following the Mud tradition of reviewing the worst, most cheaply made, trash films ever produced, we once again out do ourselves with the most sickening of them all. Yes, you know the one we mean, the 1st of the Party Movie series. . .

BEACH PARTY

WITH
BOB CUMMINGS
TOMMY JERK
AND
ANNETTE

Artist and Writer: Abe Spencer



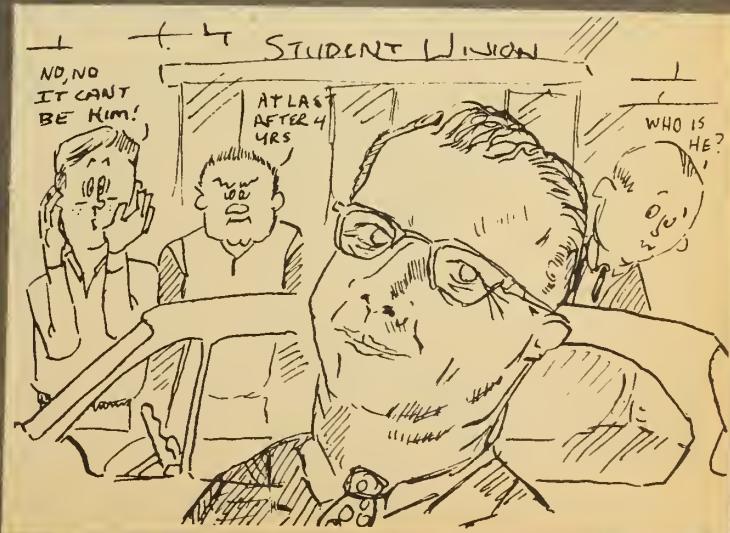


**Drip dry messes too short to shake.

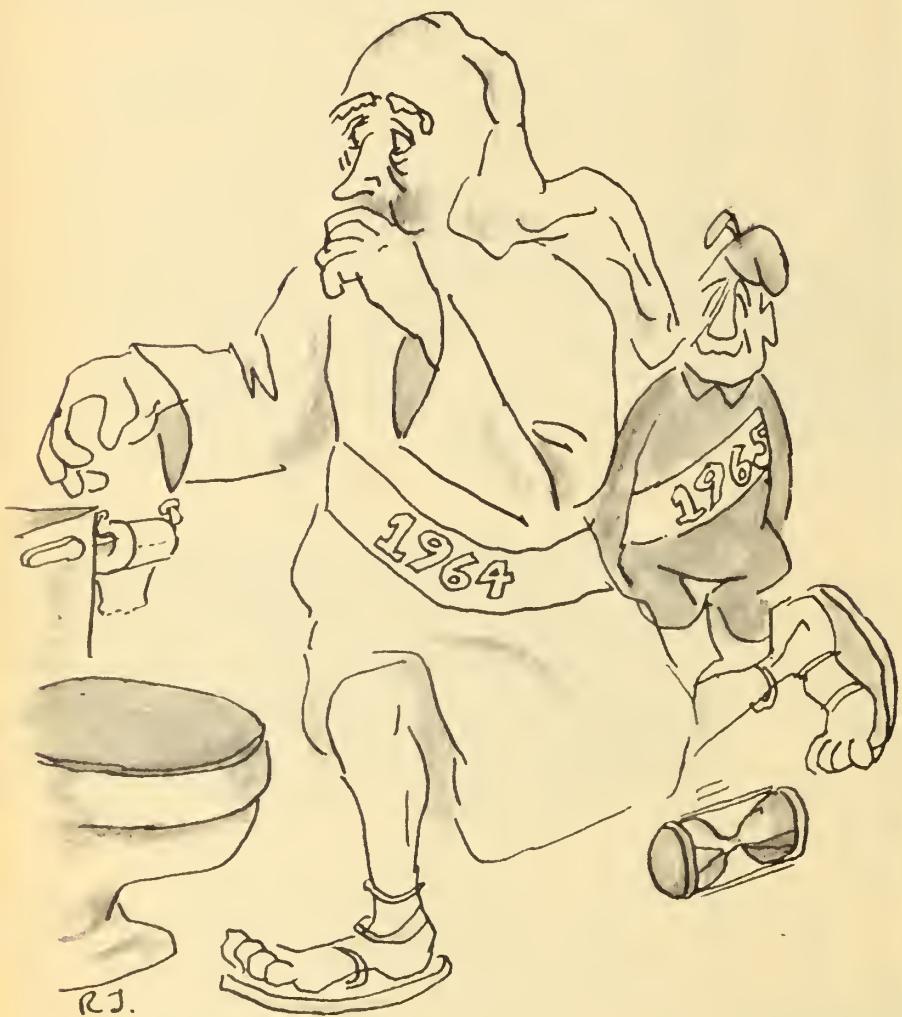
SCENES WE'D LIKE TO SEE

PRESIDENT LEDERLE (Honest, there is such a person.)

Artist: Abe Spencer



HAVE ANY OF YOU READERS SEEN FILLER SPACE BEFORE? FILLER SPACE IS WHEN THERE ISN'T MATERIAL TO FILL UP A SPACE. THIS MAGAZINE IS ALL FILLER SPACE. BUT NOW TO GET ON WITH THE ARTICLE.



Writer: Danny Glosband

Artist: Roger Jones

THE MUD 1965 CALENDAR

"Thirty days hath September,
April, June, and November,
All the rest eat peanut butter,
Except Grandma, she drives a Sting-Ray
Anonymous

JANUARY



'Tis a time of joy, a time of cheer,
For this month starts a brand new year.
Of new resolutions January's full,
But on your finals, it's the same old bull.

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
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31	--	--	--	--	--	--

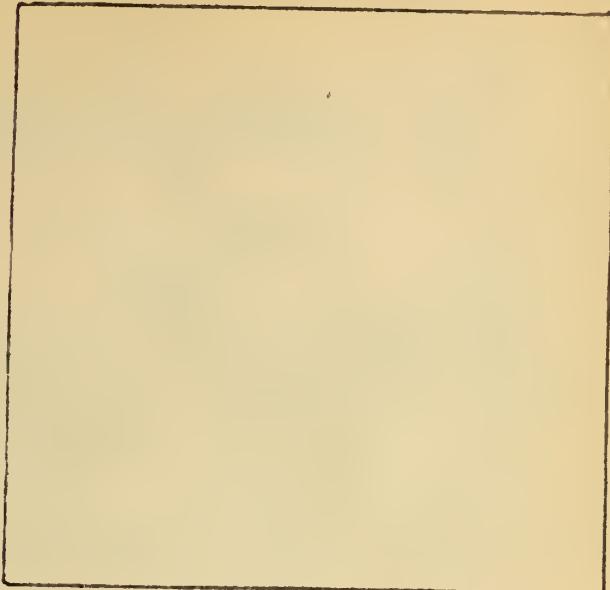
MARCH



March itself may come in like a lion,
But as for me I'll still keep tryin'.
Her winds you know blow mighty quick,
And I could catch a helluva flick.

S	M	T	W	T	F	S
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21	22	23	24	25	26	27
28	29	30	31	--	--	--

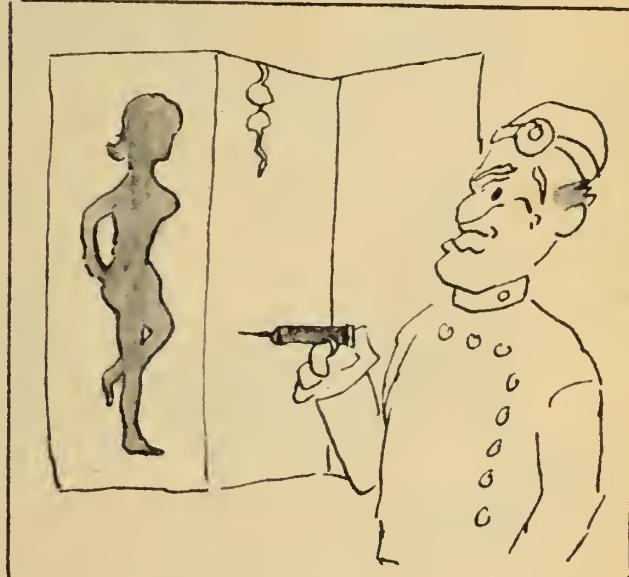
FEBRUARY



Twenty-eight flavors has Howard Johnson,
But eating ice cream isn't all that's fun.
Since February has twenty-eight days,
Let's all do it in twenty-eight ways.

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	--	--	--	--	--	--

APRIL



April was a good month
For a small show of affection.
I said, "Let's play doctor,"
Then I gave her an injection.

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--

MAY



We knew what the flowers
And the green grass of May meant.
It was off to the pond,
And a chance to get bent.

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

JUNE



* WE ARE GETTING
FRINOLOUS AT
THIS POINT - ED.

Perhaps in June you'll marry,
Maybe even graduate.
Really, it's about that time,
You're nearly thirty-eight.

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--

JULY



July
What month could be better,
For I'll finally be twenty-one,
And the summer'll be so much wetter.

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST



August in my book
Will never be a hit.
It's too hot to do anything,
But develop a pit.

S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

SEPTEMBER



*September is the month
For a great many birds.
You go back to school
And flash them at nerds.*

SEPTEMBER						
S	M	T	W	T	F	S
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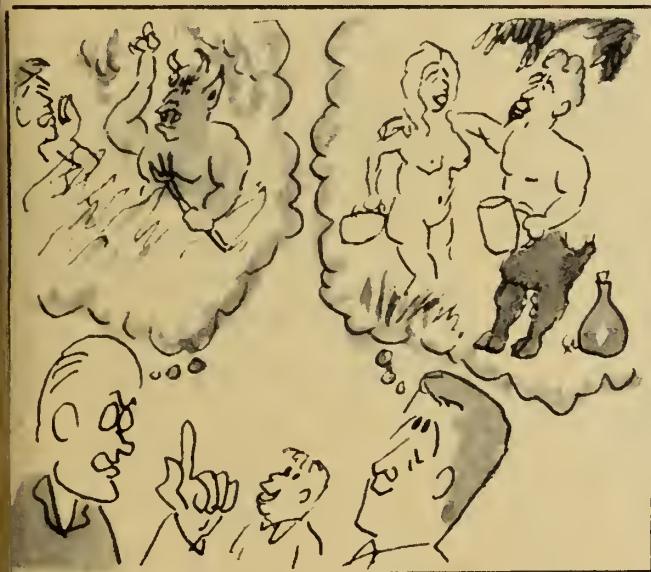
OCTOBER



*By this time of year,
You have a frosh date
Who gets stiff on two beers
And is easy to mate.*

OCTOBER						
S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

NOVEMBER



*We go home in November
For a Thanksgiving dinner,
And lectures from Dad
On what becomes of a sinner.*

NOVEMBER						
S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--

DECEMBER

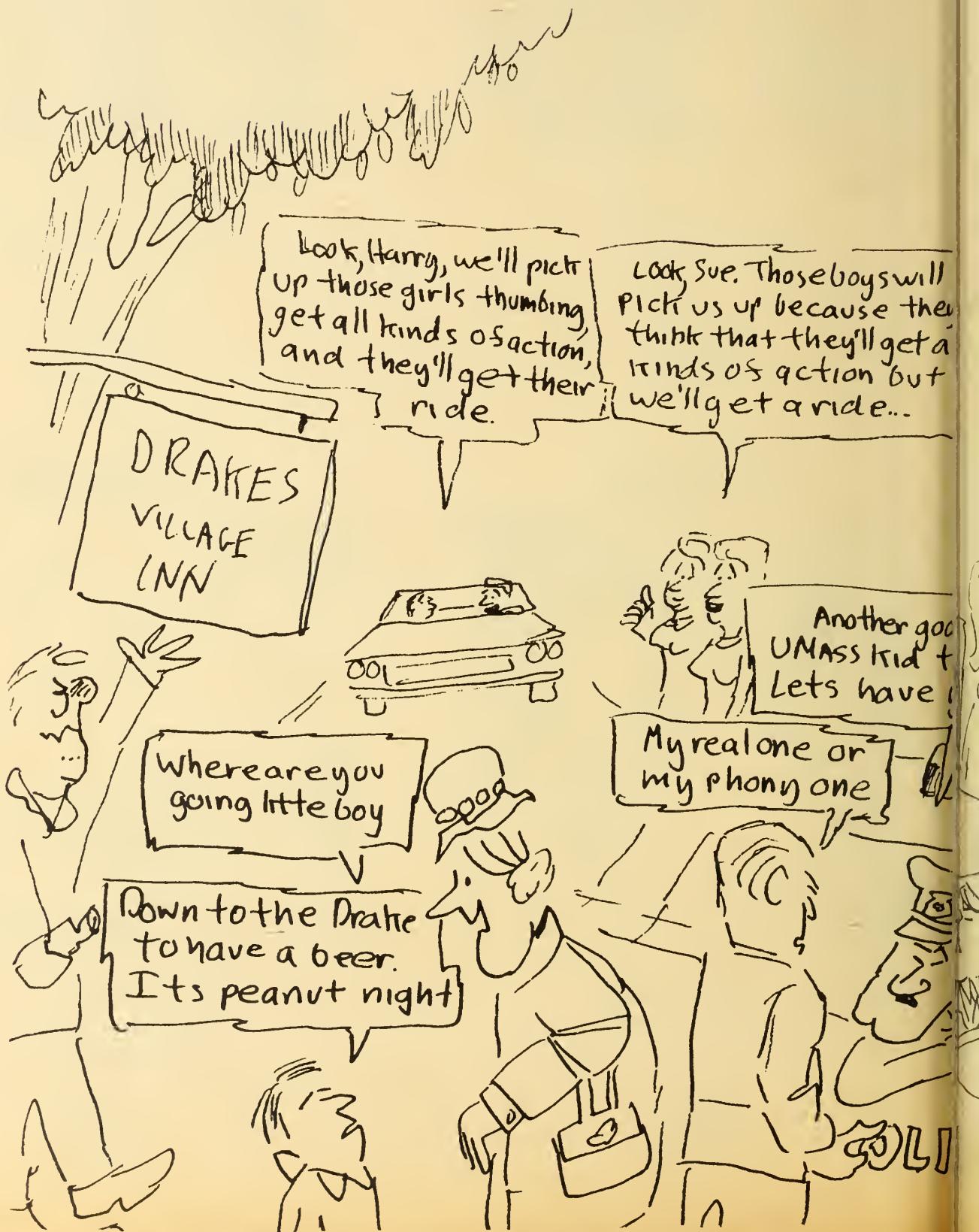


*December is the season
To hang Mistletoe from a nail,
Or even better yet,
To staple it to your coat-tail.*

DECEMBER						
S	M	T	W	T	F	S
--	--	1	2	3	4	
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--

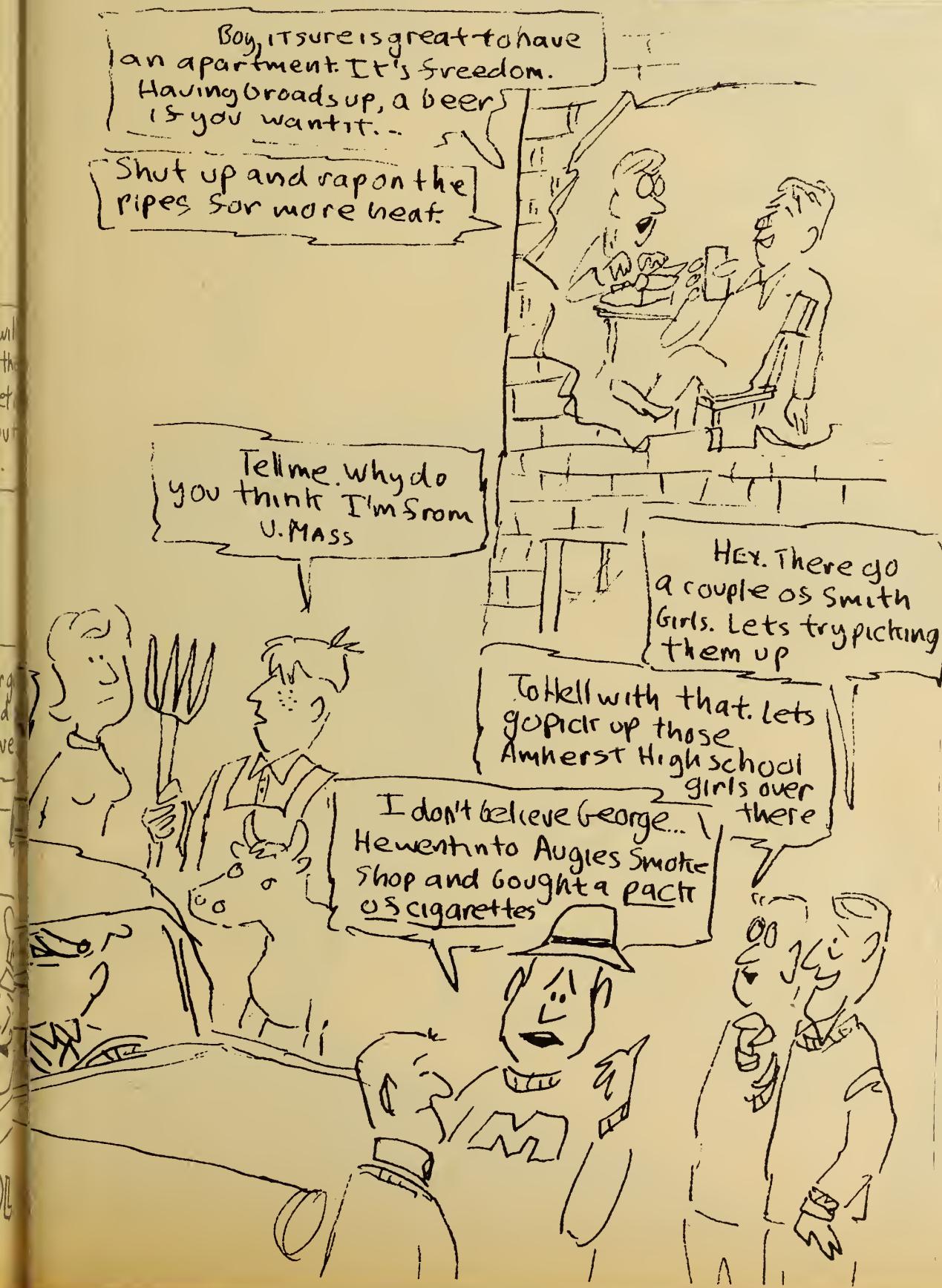
THE SIGHT

TH



HAT BITE IN USA.

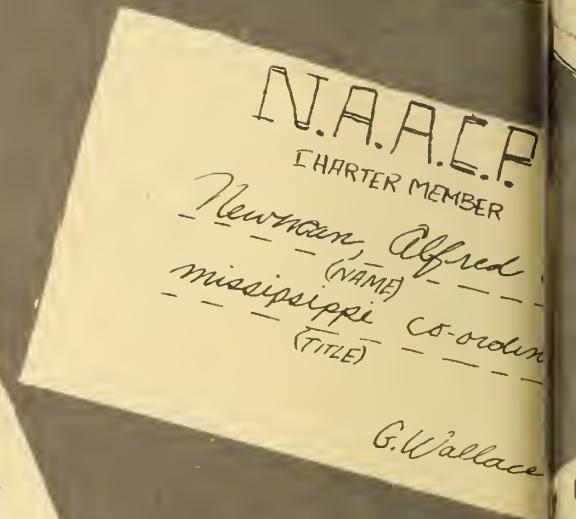
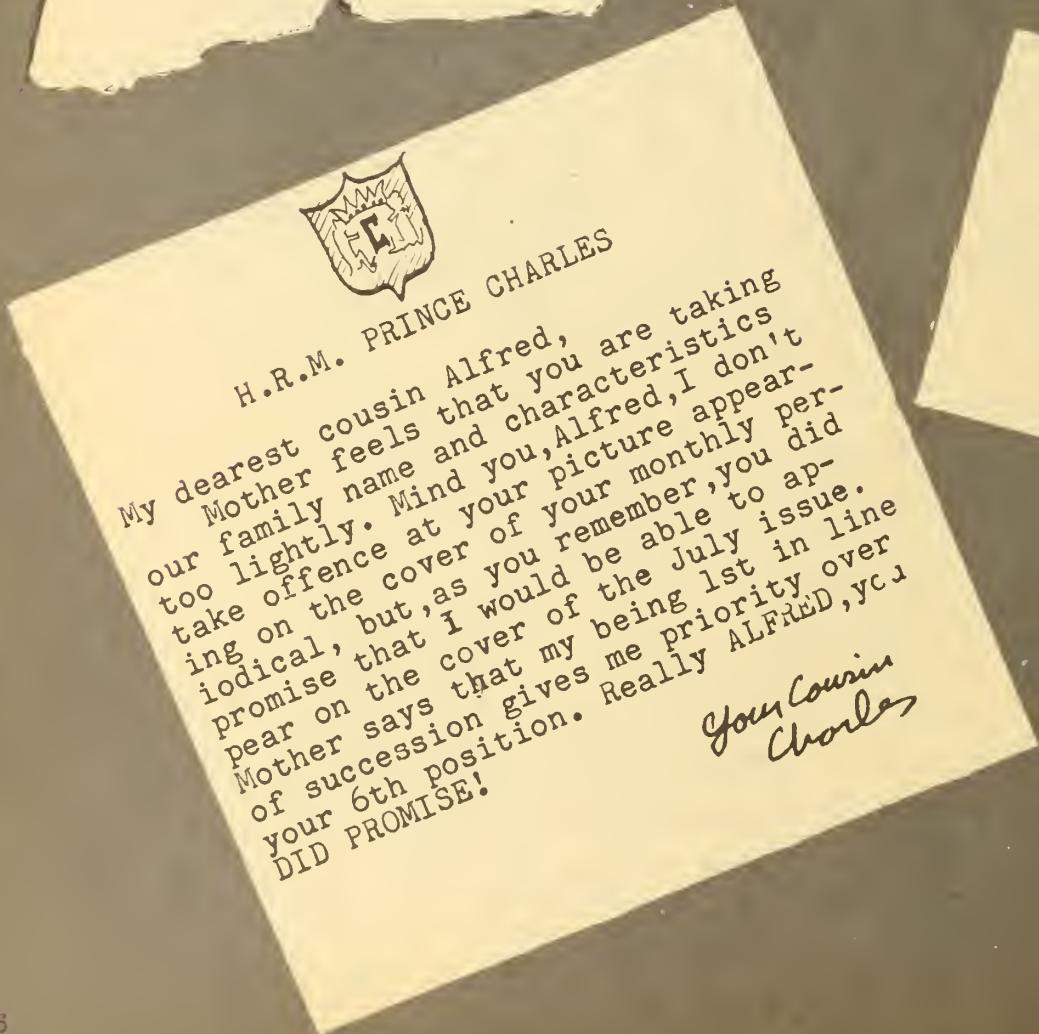
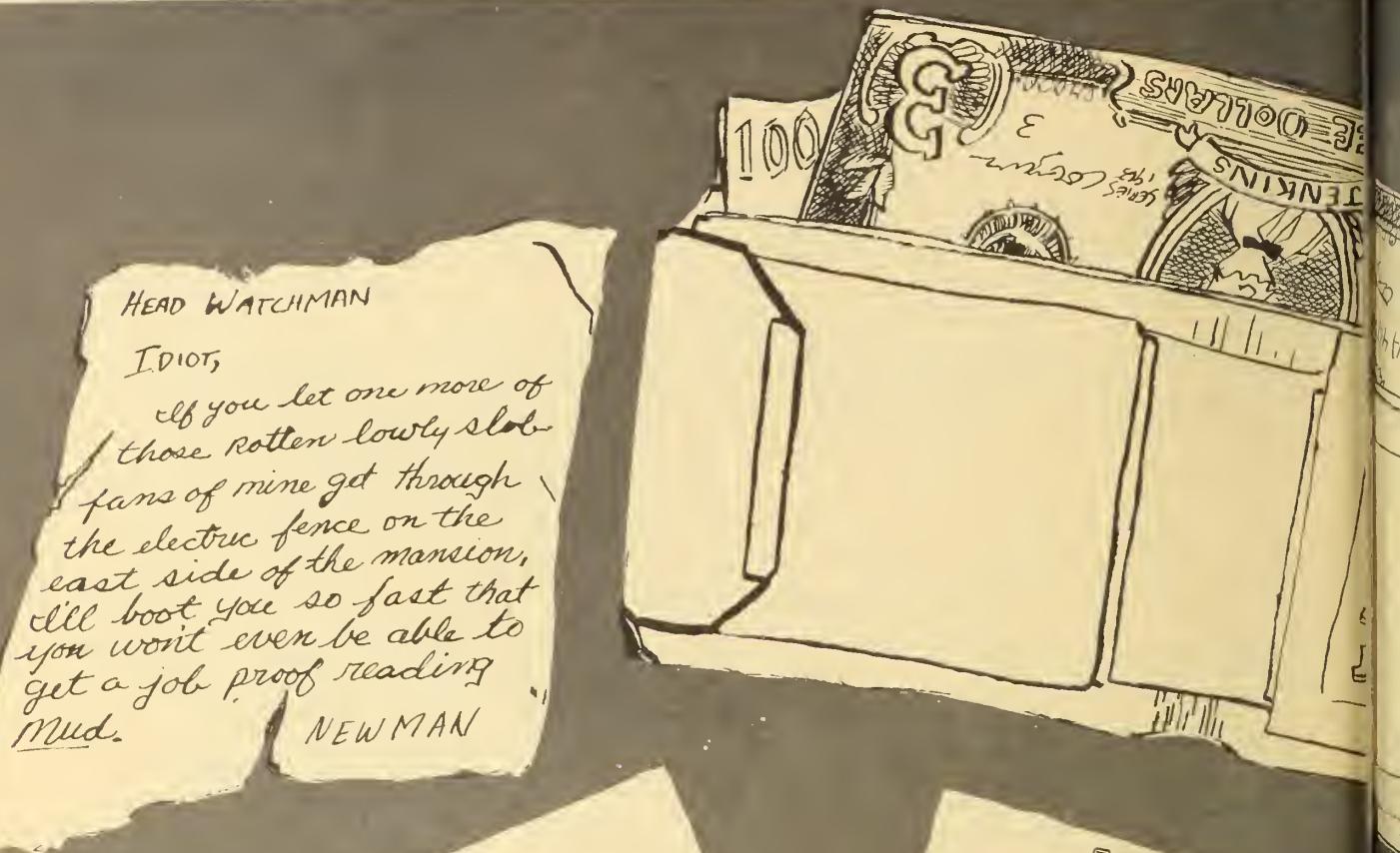
THIS ISSUE-SPOTLIGHTING
AMHERST
MASSACHUSETTS



SOW'S EAR OUT OF SILK PURSE DEPT.

This month, we stealthily probe into another life of a famous personality, A. E. Neuman. But namely, we steal his wallet.

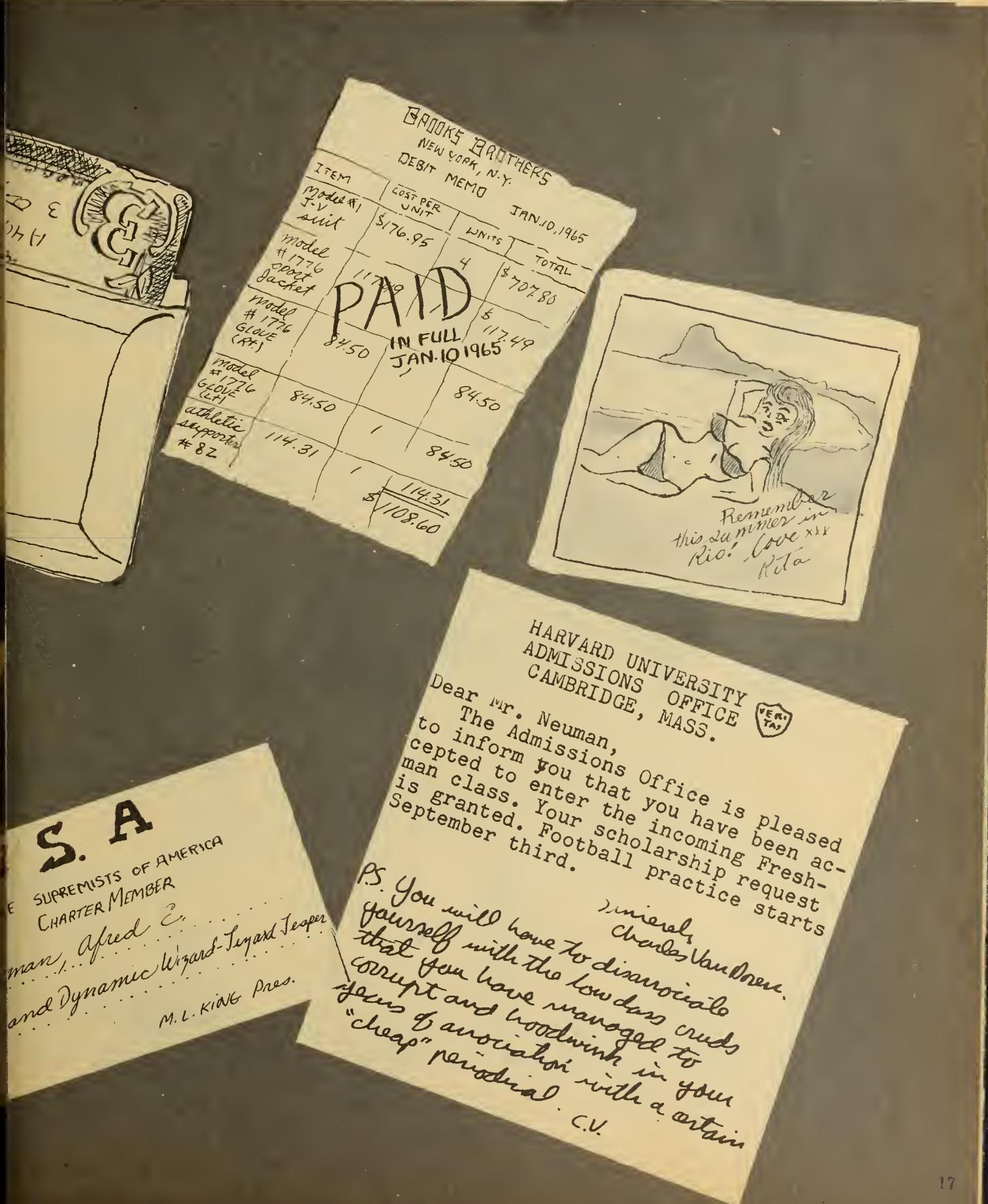
CELESTE



TIES WALLETS

Artist: Abe Spencer

Writer: Al Scheinman



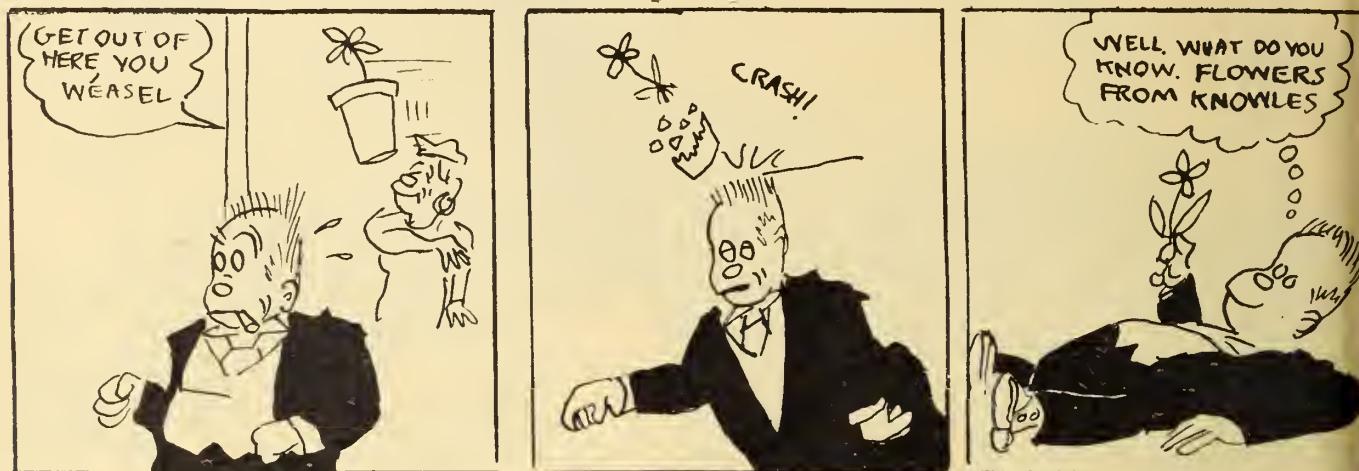
IF COMIC STRIP CHARACTERS OR HOW TO SNEAK ADS IN A M

If LITTLE ORPHAN ANNIE went to WELLWORTH PHARMACY



**If a light sleeper sleeps with a light on does a hard sleeper ...

If BRINGING UP FATHER went to KNOWLES FLOWER SHOP

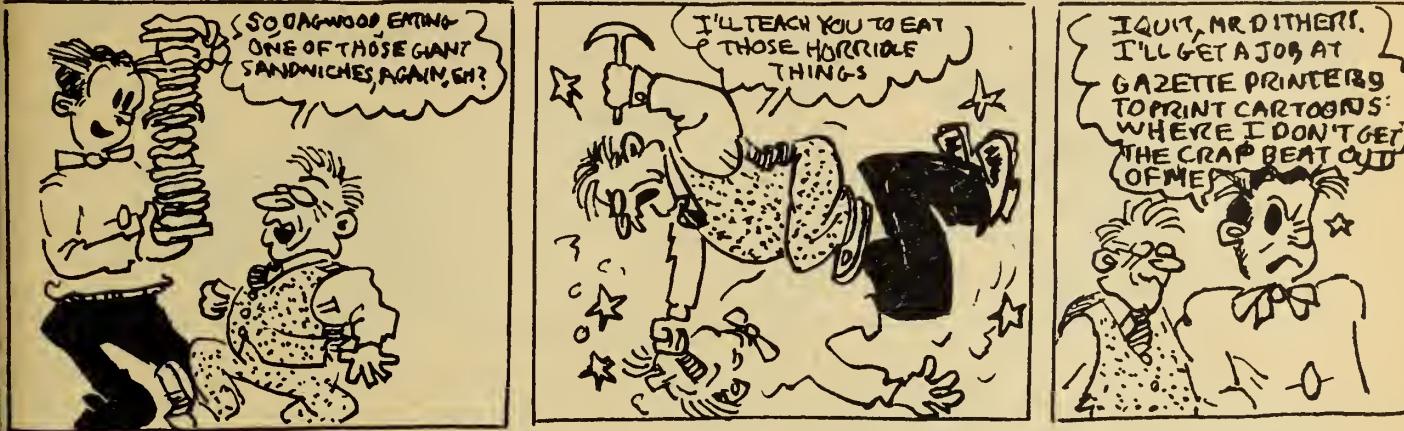


If PEANUTS went to the DRAKE



SPATRONIZED OUR ADVERTIZERS MAGAZINE THAT DOESN'T HAVE ADS

If BLONDIE's Dagwood went to GAZETTE PRINTERS



If THE PHANTOM went to MINUTEMAN CLEANERS



If DICK TRACY went to DON CALL

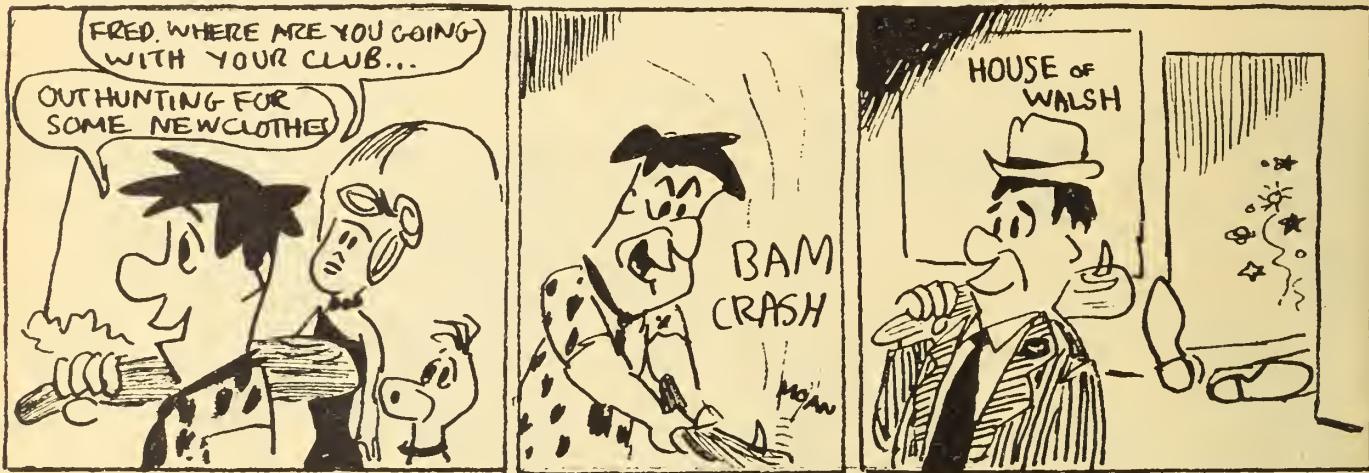


** A low neckline is something you can approve of and look down on at the same time.

If SUPERMAN went to LOUIS FOODS



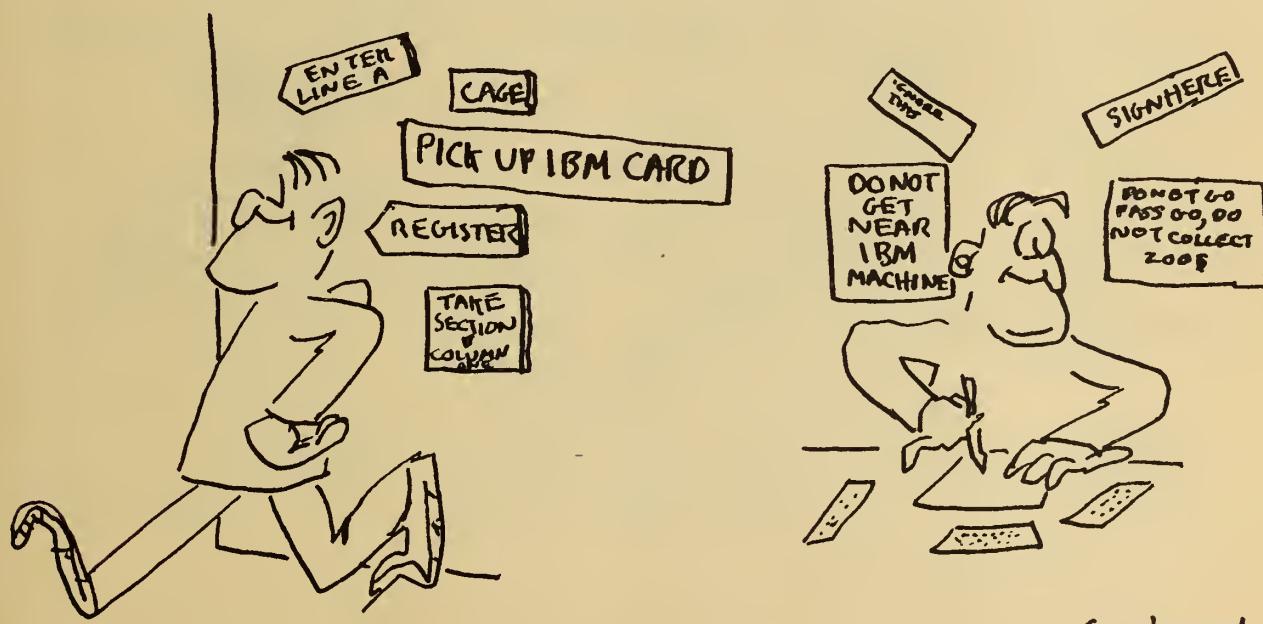
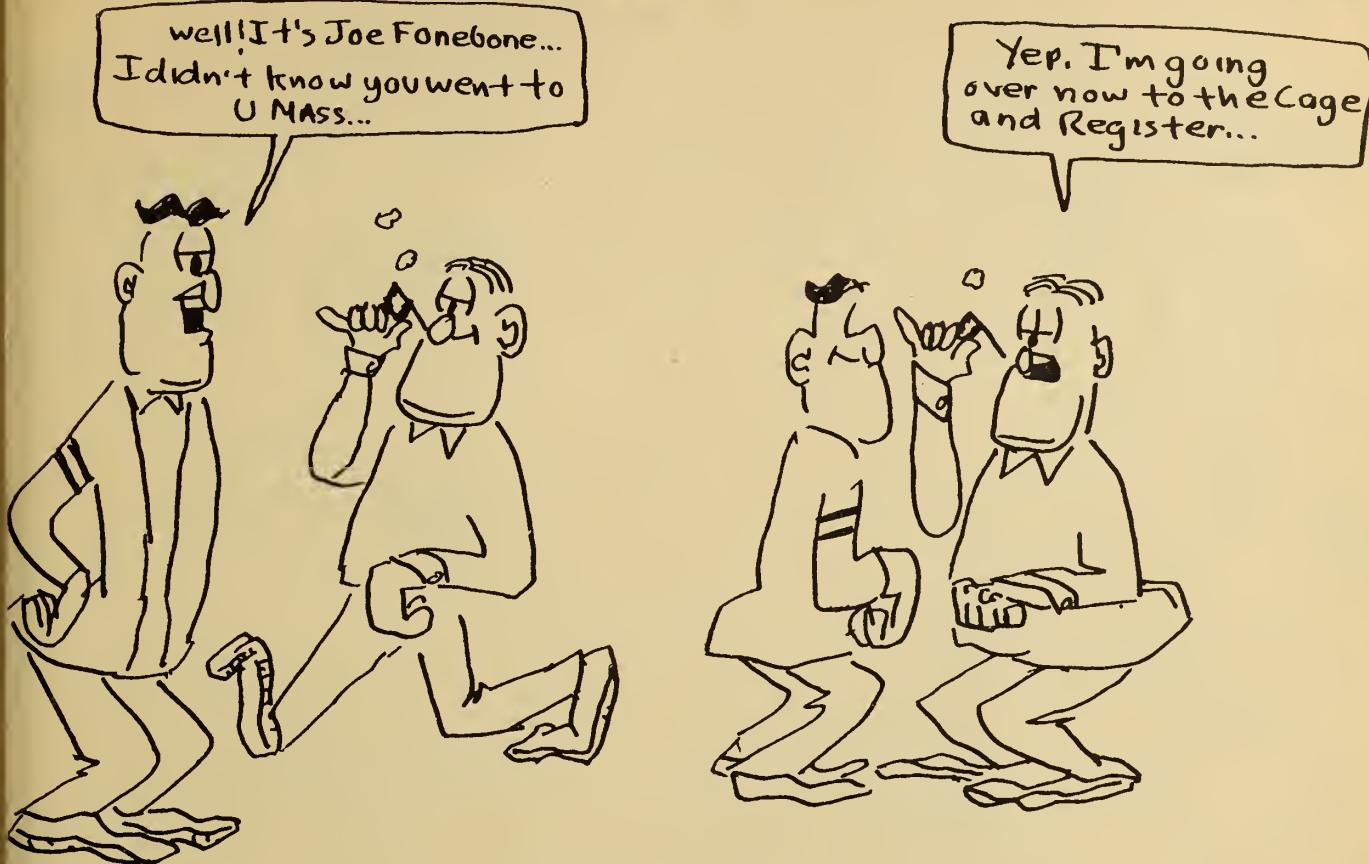
If the FLINTSTONES went to THE HOUSE OF WALSH



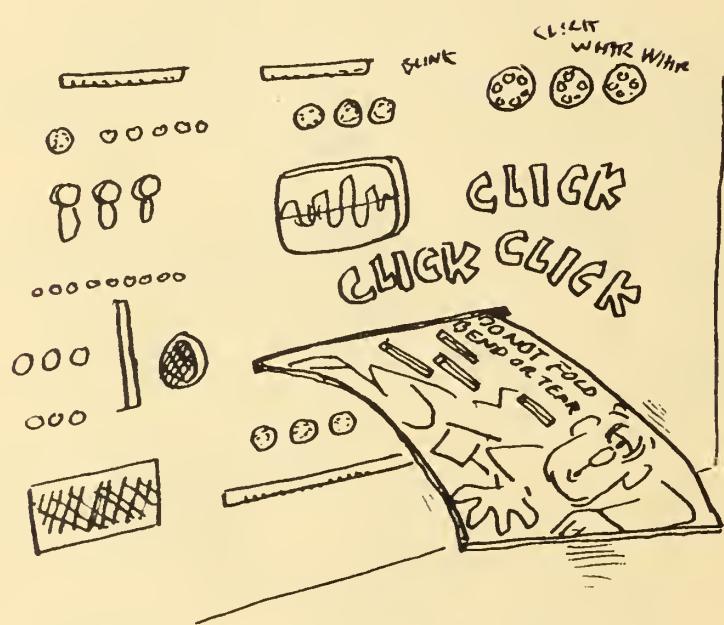
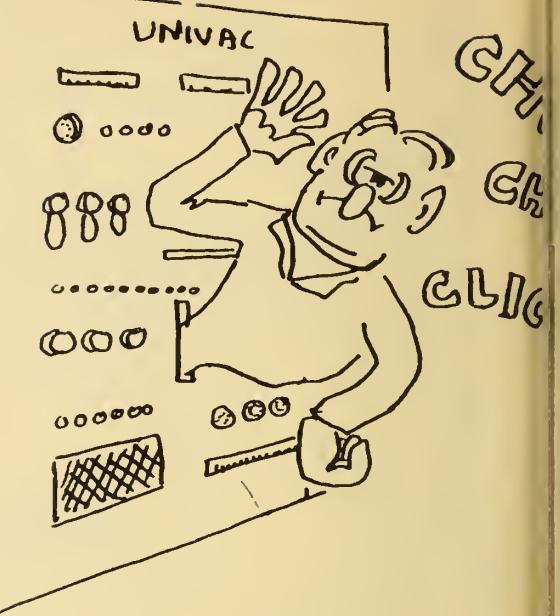
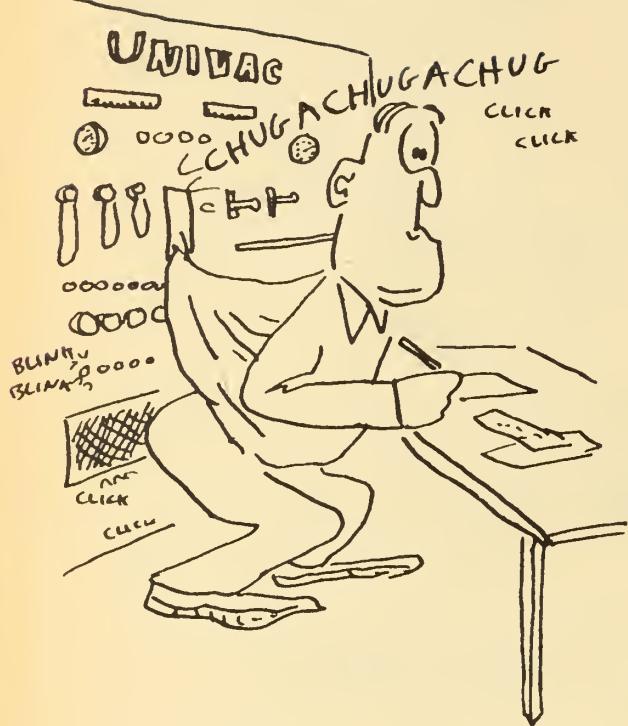
If TERRY AND THE PIRATES went to BAUCOM'S BOOKS



REGISTRATION DAY



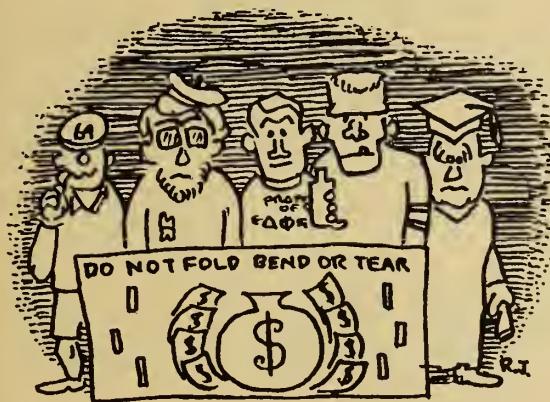
Continued
continued



O. Hadini

And now Mud Magazine throws out a challenge to the reader. So far, he has had it easy in that there has been nothing but cartoons to look at . . . Now, there is actually READING! Can the UMass student overcome this obstacle, even if it is written in the form of a third grade primer by a third grade staff?

THE UNIVERSITY OF MASSACHUSETTS PRIMER



By Leaderlump, Fieldss
and Yushnik

LESSON ONE

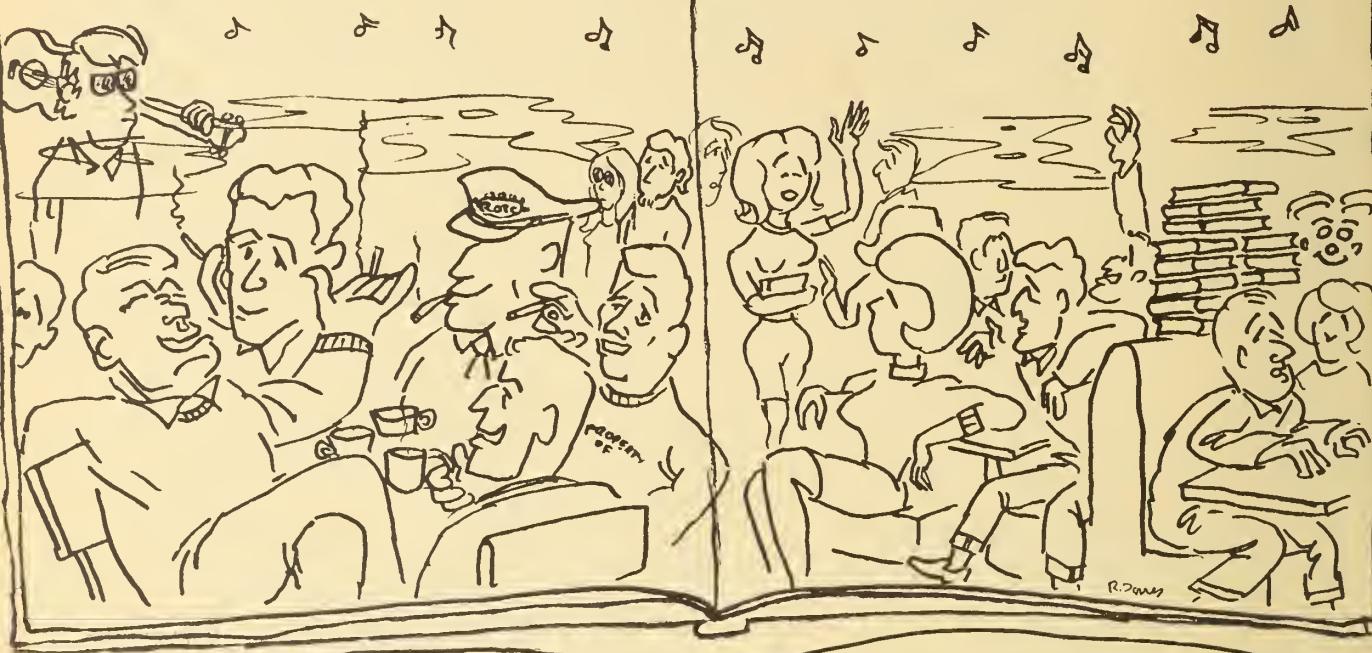


See the saloon
Isn't it a nice saloon?
Where is the saloon?
In Amherst? In Hadley?
See the college kids
They are buying happiness
See the little man at the bar
He is the A.B.C.
He arrests people
Why isn't he arresting someone?
The saloon owner is buying him!

LESSON TWO

See the cafeteria
 It is called the Pipe And Hatchet
 Bet you didn't know that
 Find a seat
 You can't find one?
 Those people can
 They've been sitting there for three years
 Saving the table

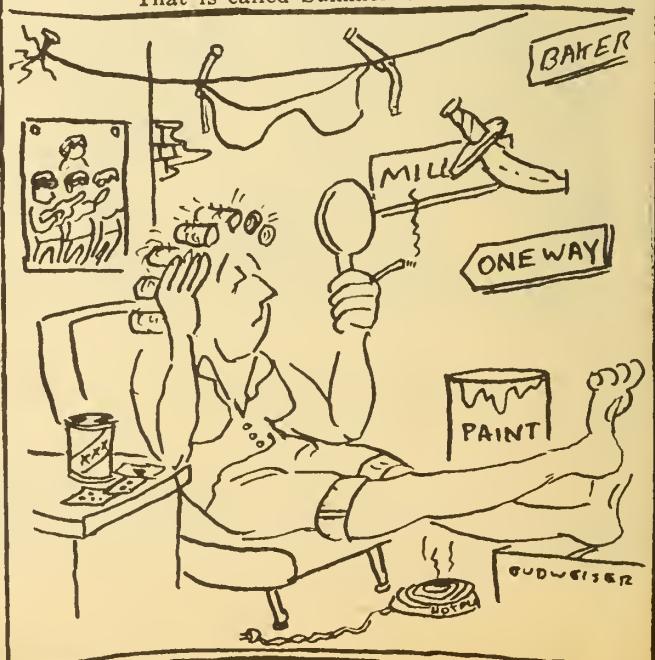
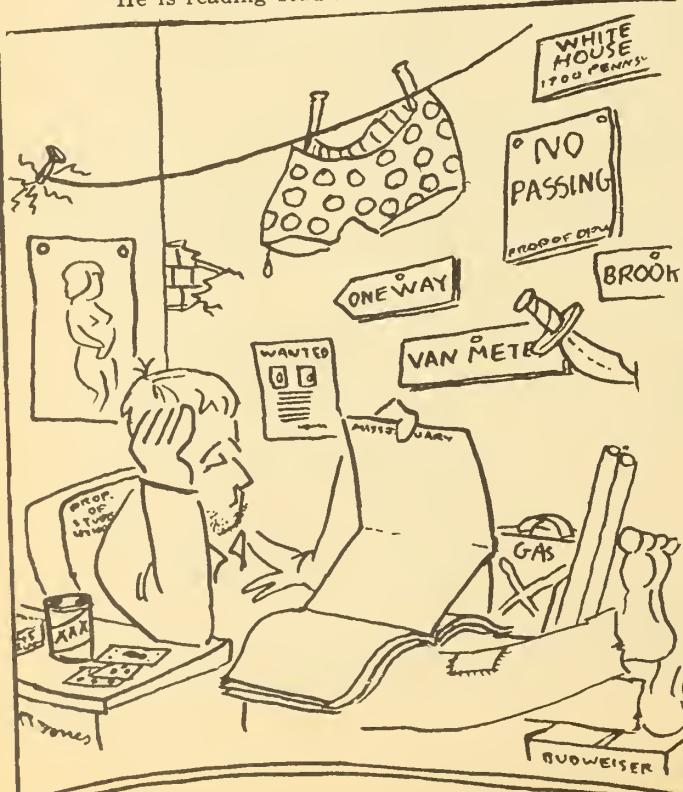
In the Hatch we have
 Democracy
 That is a big word
 What does it mean?
 It means Hatch managers
 Get rich on a monopoly
 This is good
 Some people don't think so
 They steal from the rich to help the poor
 They are Communists



LESSON THREE

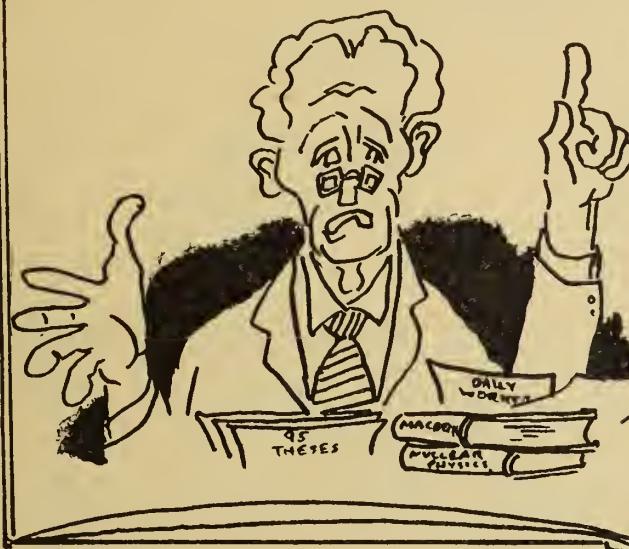
See the dormitory room
 It is for studying
 He is reading studies of

Differential fertility rates of India
 See the other room
 See the coed
 Isn't she pretty?
 Uh-huh...
 Note the difference in rooms
 Some day they will be clean
 No more rules will be broken
 That is called Summer Vacation

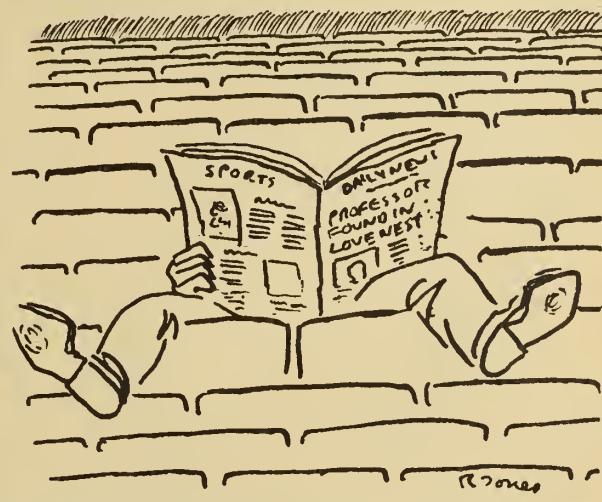


LESSON FOUR

See the lecturer
Do not call him teacher
He is a professor
He has published a book
It comes in cloth or hardbound
He comes only in hardbound



See the class
They are stimulated
How?
We aren't allowed to say
A lecture is much like
A church service
Maybe that explains attendance



LESSON FIVE

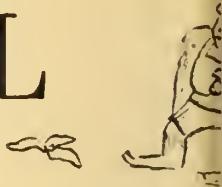


See the builders
They are building a 22 story dorm
They have piles
That is good
The Orchard Dorms
Should have had them
It would have gotten the builders
off their asses



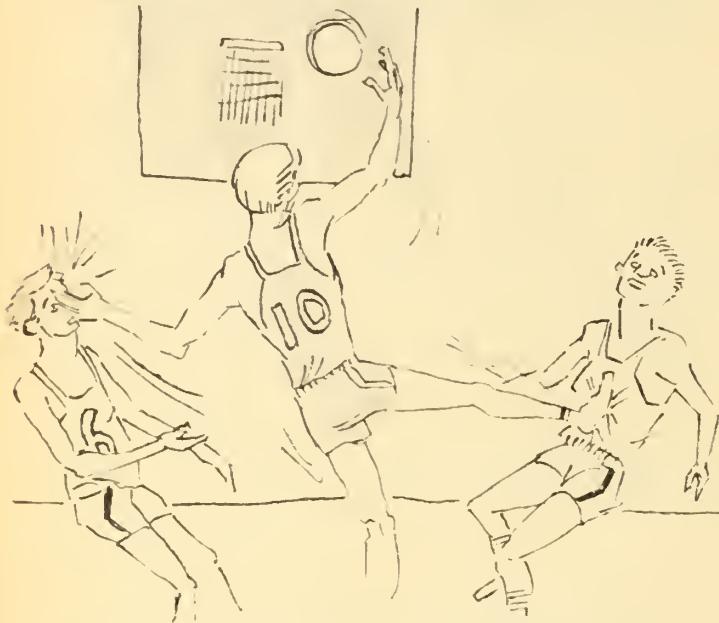
** A man snapping his fingers just might be a deaf mute with the hiccups.

In the last few years, basketball at U.Mass. has taken on a new dimension. We are proud that our team is easily the dirtiest, most fouling, team in the country. This distinction has, however, necessitated a redefinition of terminology so as to facilitate an understanding of our strange brand of .



B A S K E T B A L L

Artist and Writer: Abe Spencer



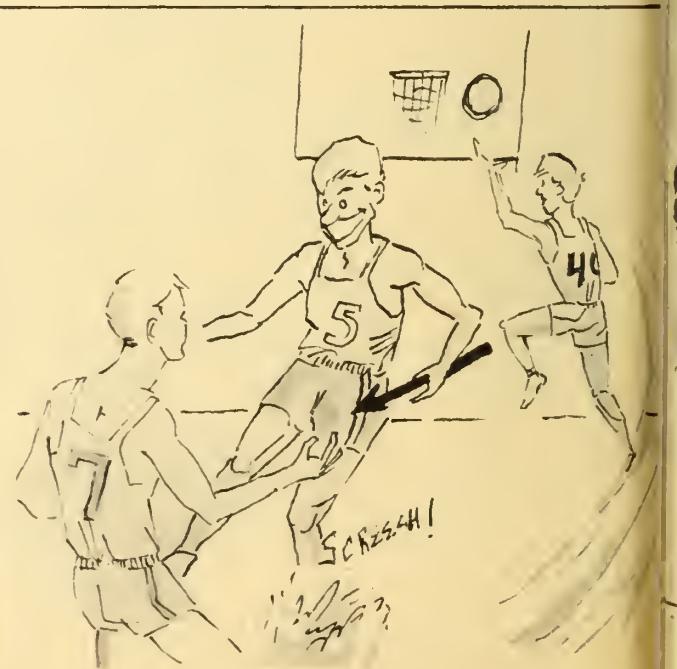
"The LAY-UP." This drive is ordinarily designed to lay the ball up into the basket. At UMass, it is designed to lay up the opponent.



"The HOOK SHOT" no longer requires that the offensive player even shoot. It is very effective in springing a man free. It is also very, very offensive.



"UP and DOWN" is a minor infraction with major hospitalization.



"THE PICK" is a block of the defensive player to all the man he is guarding to get free for a shot. "MOVING PICK" is illegal.



"THE FAST BREAK" is a swift offensive attack which events the opponent from setting up a defense of any kind.



"THE CHARGE", eh?

FULL COURT PRESS is easily the most popular tactic at UMass since it entails audience participation.



**If boys grow up to be adults do girls grow up to be authresses?

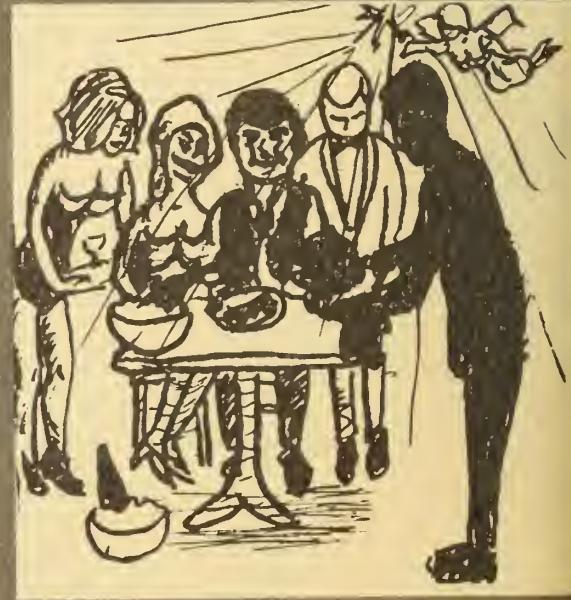
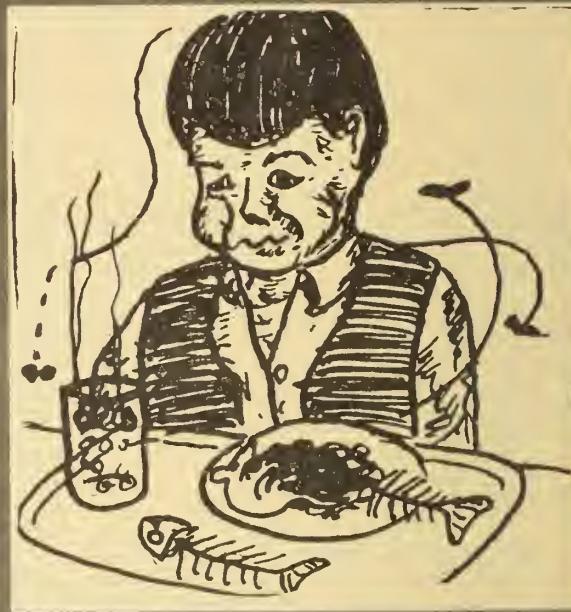
GET OFF THE POT DEPT.

SCENES WE'D REALLY LIKE TO SEE

PART II

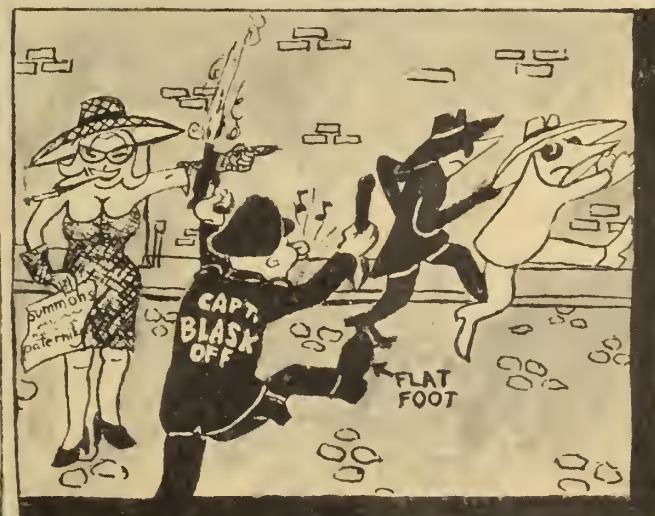
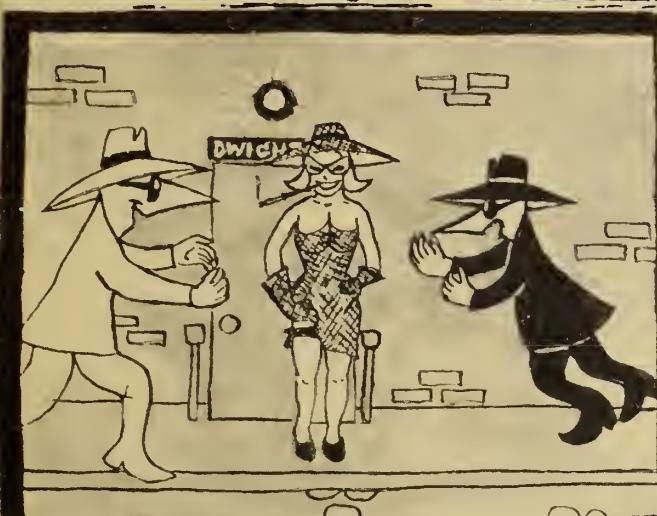
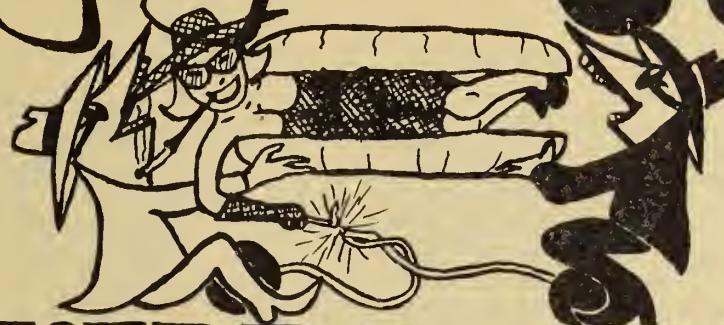
THE DINING COMMONS

Artist: John Canney

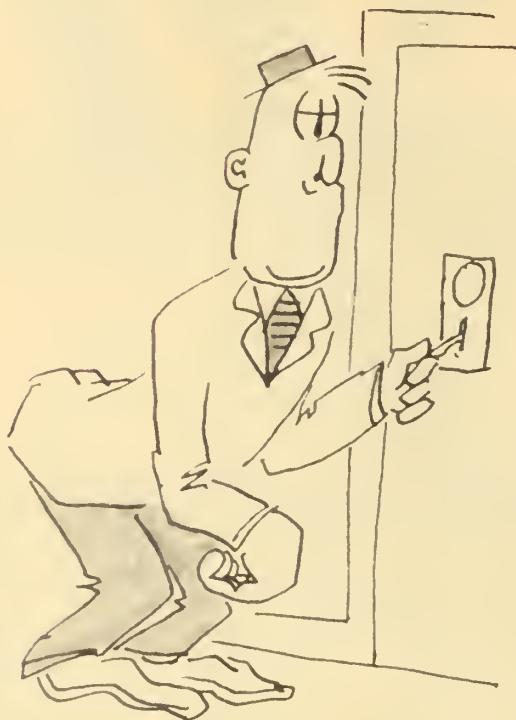


CHOKE AND DAGGER DEPT.

SPY V. SPY



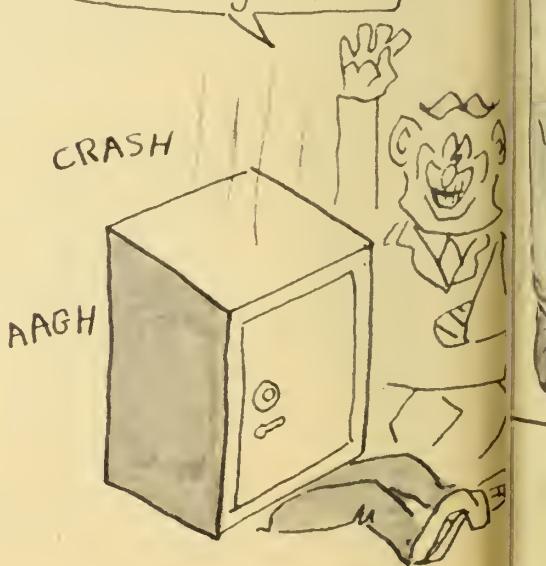
DON MARTIN ARRIVES AT HIS OFFICE



Don Martin, we're
Some of the characters
you have mutilated and
maimed in your cartoons



And now, we do the
Same to you...



**A "pick" is a guy who doesn't leave a tip in a Chinese restaurant.

THIS ISSUE'S POINTLESS, ONE PAGE MUD FOLD-IN

The Other Side Of Alfred E. Neuman

FOLD IN PAGE LIKE THIS, OR
IS IT LIKE THIS, UH...

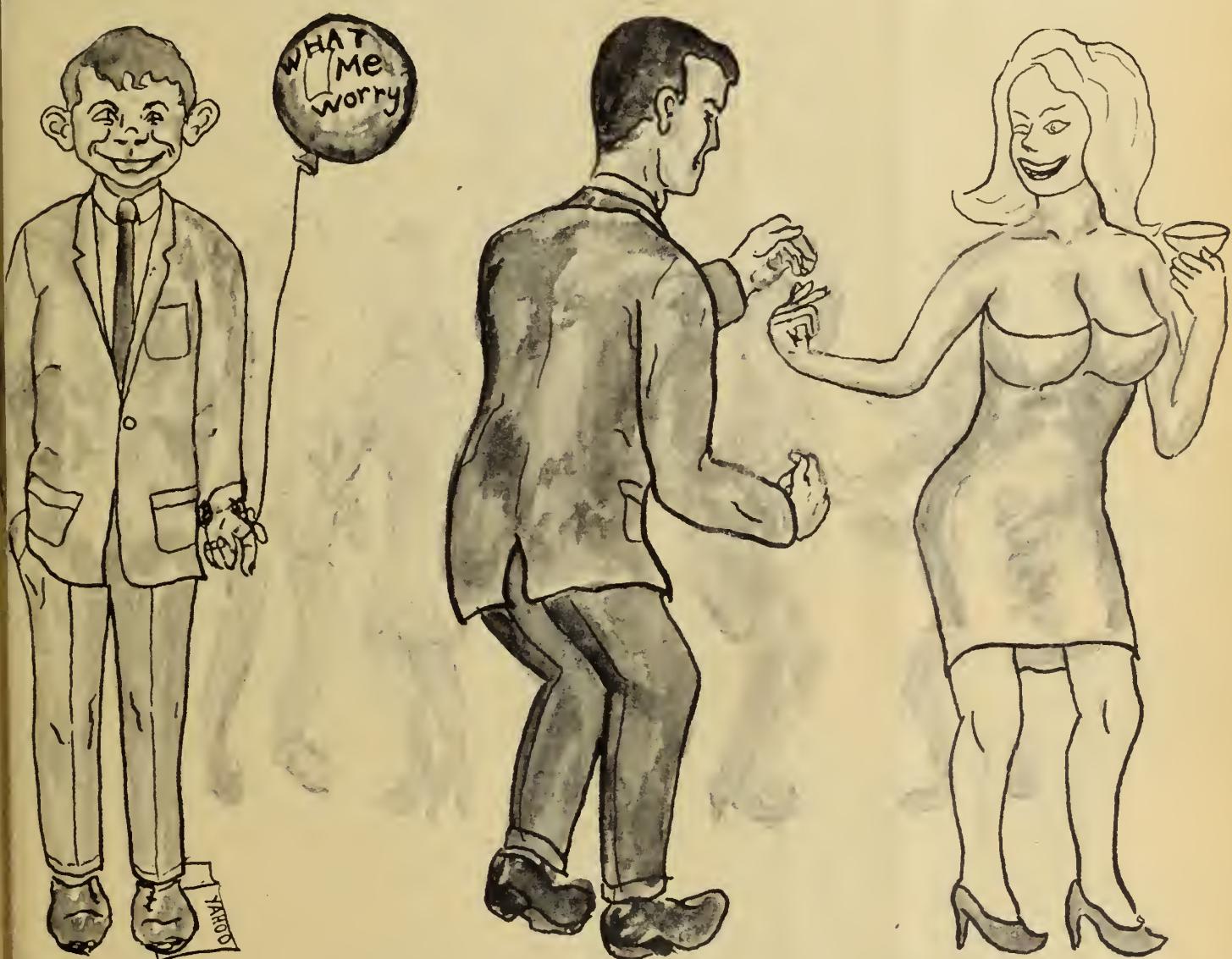


old paper here

Fold this section, see

No, this section, you idiot

Artist and writer: John Canney



SINCE EVERYONE HAS READ THIS MAG BY THIS
POINT THEY KNOW I'M NOT THE IDIOT THEY SEE
THEY WILL SEE THERE IS ONE MORE COMPLEX



Power from mon a G-E goal for the future

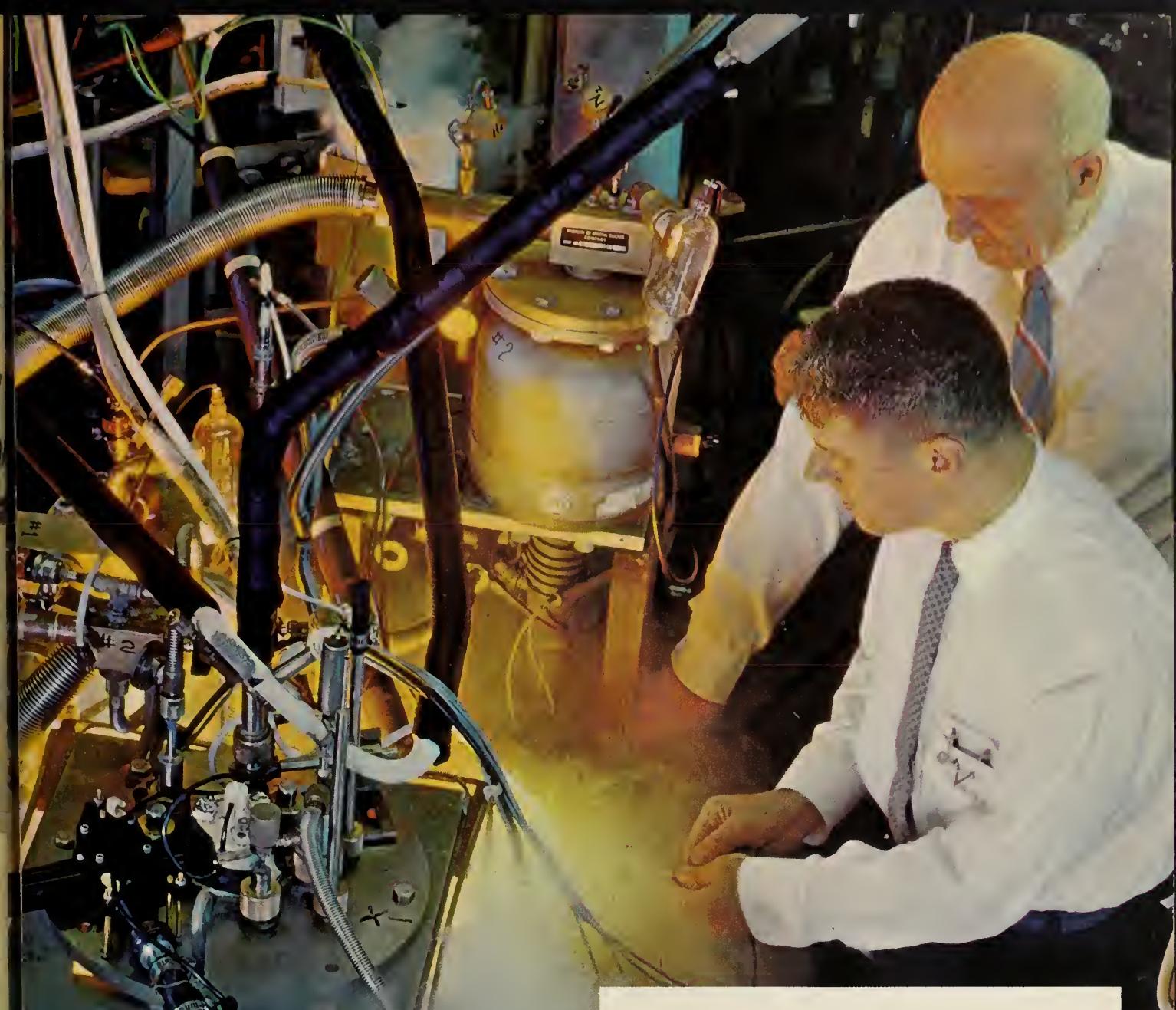
The electrical miracles and the nuclear accomplishments are only part of the General Erectic story.

The other chapter is what happens when these experiments become tangible. They produce fortunes, fortunes that can be used to control, to buy out other companies, to gain unprecedented power.

This is the miracle of modern-day money. Money makes Money is our watchword here and if it wasn't, this magazine wouldn't do a parody of this advertisement.

Money Is Our Most Important Product

GENERAL  ERECTRIC



Cryogenics: one G-E path to progress

The eerie vapor cloud surrounds a world where temperatures drop down as low as -452°F . Here molecules stand still, some liquids flow uphill, and an electric current encounters virtually no resistance.

Cryogenics — the science of ultracold — is an area of major emphasis for General Electric research and development.

It's important because it promises smaller and faster computers, truly frictionless bearings, better ways to transmit vast amounts of electric energy.

Future progress is being shaped by General Electric people in many ways . . . developing jet engines for supersonic aircraft . . . automating industries to increase human productivity . . . applying computers to such tasks as helping teachers work effectively with the swelling number of students.

These are projects in which college-educated men and women at General Electric are putting their training to good use in meeting people's needs — today's and tomorrow's.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



What does he look at second?

Add a silky new complexion to your legs...as you shave!

Girls! An entirely new idea in shaving! New *ultra smooth** Cosmetic Shaving Creme by Clairol. Just use it with any razor on legs and underarms for the nicest, smoothest, silkiest shave of your life. Now you can shave without drying soaps! Shave without water! Shave underarms and use a deodorant immediately after! Helps avoid nicks, cuts, roughness you've always hated about ordinary shaving.

New *ultra smooth** is a delicately

scented, heavenly blue shaving lotion that turns clear on your skin so you can see what you're doing. After you shave, don't rinse it off. Just smooth it in. *ultra smooth** will vanish, leaving your skin clean, with a silken touch you'll love! Makes you feel feminine, elegant, so well groomed and confident. Definitely, something for the poise!

Try it! There's nothing else like it! Comes in 2- and 4-ounce tubes ... at all drug and cosmetic counters.



When you shave legs or underarms, are you ever bothered by:

- Dry, flaky skin
- Nicks, cuts
- Chapping, stinging
- Razor drag
- Deodorant irritation
- Sensitive skin
- Under-stocking prickle
- Razor burn

New *ultra smooth** was specially developed by Clairol to avoid these very problems!

© Clairol Incorporated 1964 *Trademark

New! *ultra smooth** cosmetic shaving creme by Clairol

